News Release    
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*For immediate use*

**Scottish red meat set to be spotlighted on the global stage**

The Scottish red meat industry will be showcasing the best of Scotch in Paris this week at SIAL – one of the world’s most influential food fairs.

Eight Scottish companies are attending the event (15-19 October) where Quality Meat Scotland’s stand will highlight the Protected Geographical Indication (PGI) status of Scotch Beef and Scotch Lamb. The Specially Selected Pork brand will also be promoted to importers from around the world, as the red meat levy board works to expand global trade opportunities.

Cabinet Secretary Mairi Gougeon will also attend the event, meeting with key international customers of Scottish red meat, and demonstrating her support for growth and success of the industry in Scotland.

With an exhibition size of over 284,000 m², the trade fair attracts over 320,000 trade visitors from 194 countries, making it a major event for many of Europe’s most influential buyers and decision makers.

Visitors to the newly designed QMS stand will have the opportunity to view, discuss and sample products supplied by AK Stoddart, Scotbeef and Browns Food Group, discovering more about the quality assurance, provenance and sustainability standards that underpin each of the QMS brands.

Award-winning chefs from Fife College will be preparing a selection of mouth-watering samples, from the traditional Scotch Lamb cutlet and Haggis Bonbon, to Asian Marinated Scotch Beef Skewers and Specially Selected Pork Tikka Kebabs.

Kate Rowell, QMS Chair who is attending the show alongside Chief Executive, Sarah Millar and other QMS representatives said: “With every major meat exporting nation attending SIAL, it is vital that Scotland’s exporters have a strong presence in Paris, reinforcing the credentials that set Scotch apart from competitors, and being confident in our position as a leader on the global stage.”

Tom Gibson, Director of Market Development at QMS added: “Increasing trade with high value export markets is high on our agenda.

“SIAL Paris is a fantastic chance for our exporters to foster such meaningful relationships and we will grasp the opportunity to highlight the exceptional beef, sheep and pig producers of Scotland to a global audience of buyers.”

Keep up to date with QMS’ activities during these events by following QMS on Facebook, Instagram or Twitter. For more information on Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork, visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk/).

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**Notes to editors:**

QMS is the public body responsible for promoting the PGI labelled Scotch Beef and Scotch Lamb brands in the UK and abroad and also promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef PGI and Scotch Lamb PGI brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit www.qmscotland.co.uk or follow QMS on Facebook or Twitter.